

CERC Mask Community Outreach Campaign Talking Points to be used for PSA recordings, interviews, etc.

This campaign is designed to encourage the regular and consistent use of masks in order to better protect our community and slow the spread of the Coronavirus.

Radio PSA Talking Points

Please record your radio PSA(s) and email your audio file(s) to Alejandro Zepeda at Alejandro.zepeda@humboldt.edu.

30 second PSA

- Intro: This is (first name second name) from (organization.)
- We want our businesses, schools and non-profit organizations open.
- We want our communities to thrive.
- We need to slow the spread of COVID in our county.
- We can't let COVID overwhelm our limited medical facilities.
- Help stop the spread of COVID.
- Maintain at least six feet of distance in public places, indoors and outside.
- Regularly wash your hands.
- **And please, PLEASE wear a mask—Don't make us ask**
- **Let's keep Humboldt healthy!**

60 second PSA

- We are proud to live in Humboldt County.
- We want our businesses, schools and non-profit organizations open.
- We want our communities to thrive.
- We need to slow the spread of COVID in our county.
- We can't let COVID overwhelm our limited medical facilities.
- Did you know that we have only 27 ICU beds in the entire County for COVID patients and other emergencies?
- We have NO ICU beds in Eastern or Southern Humboldt.
- We care about our community- and our neighbors.
- Please help set a good example for tourists.
- Help flatten the COVID curve.
- Help stop the spread of COVID
- Maintain at least six feet of distance in public places, indoors and outside.
- Regularly wash your hands.
- **And please, PLEASE wear a mask—Don't make us ask**
- **Let's keep Humboldt healthy!**

The "Wear a Mask" Marketing Campaign was developed by a workgroup of the COVID Economic Resilience Consortium (CERC). The CERC is comprised of economic development and business support organizations and was established to share updates, coordinate resources, and ensure consistent communication to area businesses and to the public at large.